



TRAVEL TEXAS

————— [FY23 STRATEGIC MARKETING PLAN] —————

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Travel Texas is comprised of three program areas:

1. Advertising – promotes Texas as a premier destination through a variety of paid media: digital, consumer and trade publications, television, consumer website ([TravelTexas.com](https://www.TravelTexas.com)).
2. Public Relations & Marketing – proactively works with media, influencers, travel trade professionals and industry leaders to promote and inspire Texas travel through social media, travel trade shows, sales and media missions, and consumer promotions.
3. Research – provides primary data on travel industry research topics including domestic and international travel, economic impacts of travel and tourism, and hotel performance.



ADVERTISING

FY 2023





ADVERTISING PROGRAM

The Travel Texas advertising program area produces advertising & marketing campaigns promoting Texas as a premier travel destination through regional, national and international advertising.

The advertising team also maintains the [TravelTexas.com](https://www.TravelTexas.com) website, designed to inspire and offer resources, unique experiences and imagery to Texans and non-Texans.



ADVERTISING OBJECTIVES

- Increase awareness and consideration for leisure travel to and within Texas.
- Drive traffic to [TravelTexas.com](https://www.traveltexas.com) for inspirational and helpful content related to future travel to Texas.
- Influence non-Texan travel to Texas.

LET'S TEXAS – GET YOUR OWN TRIP TO TEXAS

In FY23, Travel Texas will continue to evolve the “Let’s Texas” advertising program, along with the Get Your Own Trip to Texas campaign, further staking our claim to the unique travel experiences that can only be had in Texas.

There is no simple recipe for a trip to Texas. Texas is a vast landscape of cultures, regions, destinations, and activities that can be personalized and fine tuned in an infinite number of ways. With so much variety, everyone can truly create their own trip to Texas.

The campaign’s evolution will make a pointed and strategic effort to speak directly to travelers about the range of experiences that can be had in Texas.

MEDIA APPROACH

Travel Texas will continue to emphasize dynamic, rich advertising, and leverage unique, personalized media.

Domestic media will focus on reaching potential vacation travelers, while delivering the highest awareness levels and largest return on ad spend.

Campaigns will run throughout the fiscal year, with a boost during the primary travel planning season (Feb – May 2023).

As advertising resumes in primary international markets, including Mexico, Canada, the UK, Germany and Australia, more of our international audience will be brought back into the fold, drastically expanding the audience and reach of potential travelers.



FY23 MEDIA MIX

The proposed FY23 media mix will consist of 7 devoted core channels, consistent with the FY22 plan, but in FY23, we will propagate new brand positioning by adding more audio and print channels to that mix.

- A-B-C TV
- IBC Branded Content
- Digital
- Social
- Print
- Audio
- Digital Out-Of-Home

MEDIA SCHEDULE

Please visit Travel.Texas.gov to sign up for our industry newsletter to receive up-to-date information on Travel Texas programs.

Partner	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Magnite	Orange										
Infillion	Orange										
Hulu	Orange										
Amazon					Orange						
Glassview					Orange						
Tremor					Orange						
Xandr/Netflix					Orange						
Xandr					Orange						
Atlas Obscura						Teal	Teal	Teal	Teal	Teal	Teal
Kayak						Teal	Teal	Teal	Teal	Teal	Teal
Nat Geo						Teal	Teal	Teal	Teal	Teal	Teal
Google	Dark Gray										
Pathlabs	Dark Gray										
Digilant	Dark Gray										
Start.io	Dark Gray										
Epsilon	Dark Gray										
AARP					Dark Gray						
AMEX					Dark Gray						
Hearst					Dark Gray						
MyCode Media					Dark Gray						
T-Mobile					Dark Gray						
Rhythm Influence					Blue						
YouTube / Channel Factory					Blue						
Teads					Blue						
Pinterest				Blue							
Meta		Blue									
Vistar						Dark Blue					
Firefly						Dark Blue					
Pandora					Green						
iHeart					Green						
Spotify					Green						
Hearst						Red	Red	Red	Red	Red	Red

AUDIENCE SEGMENTS

Travel Texas identifies its primary audience segments:

Primary:

Millennials, age 26-41 with HHI \$60-150K
(with or without kids in the HH)

Affluent Millennials, age 26-41 with HHI
\$150K+ (with or without kids in the HH)

GenX, age 42-56 with HHI \$60-175K (with or
without kids in the HH)

Affluent GenX, age 42-56 with HHI \$175K+
(with or without kids in the HH)

Secondary:

Boomers, age 58-76 with HHI \$60-125K

Affluent Boomers, age 58-76 with HHI
\$125K+

Gen Z, age 18-25 with HHI \$40K+

TARGETS

Within our audience definitions, we have been mindful to apply conceptual and behavioral targeting filters to ensure that we are reaching those with the desire and means to travel.

In FY23, we will reach our generations with age focus versus label targeting, for greater reach within primary and secondary segments.

We will target travel intender consumer behaviors to reach “passionate explorers”.

FY23 paid media efforts are focused nationally.

In some instances, advertising may include plus ups in drive state markets or key fly state markets.

KEY PERFORMANCE METRICS

- Advertising awareness and intent to travel/arrival lift
- Perception increases
- Advertising influenced spending
- Leads
- Website traffic





PR & MARKETING

FY 2023



A family is enjoying a beach day. In the foreground, a woman wearing a hat and a light-colored shirt sits on a beach chair, smiling. A young girl is sitting on the sand, building a sandcastle. In the background, a man and a woman are standing near a blue beach umbrella. A colorful kite is flying in the sky. The beach is sandy and the ocean is visible in the distance.

PUBLIC RELATIONS & SOCIAL MEDIA OVERVIEW

Public relations works to drive positive media attention, social engagement and destination awareness through ongoing promotion of the state's unique attributes and diverse tourism product.

Efforts include generating national press coverage, in-person media events and familiarity visits, consumer activations, and social media outreach throughout the year.

PR OBJECTIVES

- Stimulate interest in travel to Texas by generating impactful and positive local, regional and national press coverage in print, online and broadcast outlets.
- Drive an increase in meaningful engagements across owned social channels and elevate social content.
- Continue to change perceptions by promoting Texas' diverse travel experiences through the "Let's Texas" campaign.





PR OBJECTIVES

- Maximize partner participation to unify messaging across the state and generate increased awareness and results.
- Position Texas as a safe year-round travel destination by promoting unique and on-trend attributes to travelers eager to get out and explore.
- Increase travel dispersal across all regions of Texas, as well as visitor spend in-destination.

TARGETS

Travel Texas PR efforts aim to secure coverage in outlets within Texas as well as in primary national (U.S.) and international markets throughout the 2023 fiscal year.



PR TACTICS

The Public Relations program works proactively with media, influencers, travel trade and industry leaders to generate positive media coverage for the Texas travel experience.

Tactical elements include:

- Ongoing proactive pitching.
- Media Missions –Virtual and/or In-Person as appropriate.
- Hosted FAM experiences.
- Partnerships with national travel, outdoor and lifestyle brands.
- Consumer activations –Virtual and/or In-Person as appropriate.

SOCIAL TACTICS

Ongoing engagement with influencers on key social media platforms, Facebook, Instagram, Twitter, Pinterest and Reels. Tactics include:

- Curated content highlighting Texas destinations and activities.
- Large scale interactive campaigns designed to drive consumer participation.
- User Generated Content (UGC) engagement via the state's official hashtag, #TexasToDo.

MEDIA OUTREACH

While in person meetings have resumed, virtual and in person media missions continue to be an invaluable tool for connecting with journalists outside of major media markets.

In FY23, Travel Texas will execute a series of virtual and in person media missions, inviting up to 14 regional and national journalists to participate, keeping Texas top of mind for upcoming media opportunities.

- Feature major new openings, attractions and events, blended with captivating under-the-radar destination offerings with unique story angles.
- Organize presentation format to offer more opportunities for conversation and interaction.

CONSUMER ENGAGEMENT

Through the use of an immersive experience, Travel Texas will put consumers in the driver seat of their very own Texas road trip. Using iconic Texas road trip footage, consumers will encounter the wide range of experiences longing to be explored in the state, leaving them certain there is something here for the whole family.

This activation will live at one of the nation's top auto shows, tapping into an audience already likely to road trip. (Social engagement tactics will focus content and influencer efforts on road trips throughout the fall in order to create and produce assets that can be leveraged for the immersive experience).

Market: Chicago - February 9-20, 2023

- Consumer oriented national auto show attracting 2,000 domestic and international media attendees as well as 200,000 consumers, road trip enthusiasts, and families.

TRADE MARKETING OVERVIEW

- The Trade Marketing team participates in trade marketing, co-op and consumer programs, enabling Texas partners to be face-to-face within these market segments, increasing brand recognition and keeping Texas top of mind.
- Collaborate with key destination partners to promote Texas' many stories and, as appropriate, develop innovative programming that inspires media and consumers.
- Engage with international travel trade professionals including tour operators, OTAs, travel agents, industry organizations, airlines, and media.





MARKETING TACTICS

Travel Texas works proactively to promote the Texas travel experience through marketing activities, such as social media, media relations, travel trade shows, sales and media missions, educational seminars, familiarization tours, and consumer promotions.

Current upcoming travel trade events are on the following pages.

For the complete Travel Texas marketing & trade events calendar, including partner opportunities, visit:

[Travel.Texas.gov](https://www.Travel.Texas.gov)

DOMESTIC TRADE & MEDIA EVENTS

TRADE SHOWS & TRADE MISSIONS EVENTS

February 4 - 7, 2023	American Bus Association – Detroit, Michigan
February 12 - 15, 2023	International Inbound Travel Association (IITA) – San Diego, California
February 27 - March 2, 2023	Go West Summit (GWS) – Anchorage, Alaska

MEDIA MISSIONS

January 25 - 27, 2023	International Media Marketplace (IMM) North America – New York City, New York
June 2023	Domestic Media Mission – Virtual

TEXAS TRAVEL INDUSTRY EVENTS

September 19 - 21, 2022	Travel Texas Summit – Galveston, Texas
February 2023	Unity Dinner – Austin, Texas

INTERNATIONAL TRADE & MEDIA EVENTS

LATIN AMERICA

November 3 - 5, 2022

Destinos de Shopping – Monterrey, Mexico

March 23, 2023

Reverse US & Mexico FAM

ASIA

October 17 - 18, 2022

International Media Marketplace (IMM) Asia – Singapore

October 19 - 20, 2022

ITB Asia – Singapore

December 7 - 8, 2022

Brand USA Global Marketplace One-to-One Business Meetings – Virtual

March 20 - 24, 2023

Brand USA India Sales Mission – Mumbai & New Delhi, India

CANADA

September 15, 2022

Discover America Canada – Toronto, Canada

November 14 - 16, 2022

Canadian Group Media FAM

August 18 - 22, 2023

Student & Youth Travel Association (SYTA) – Winnipeg, Canada

INTERNATIONAL TRADE & MEDIA EVENTS

EUROPE

September 20 - 22, 2022	IFTM Top Resa – Paris, France
September 26 - 29, 2022	Brand USA Travel Week – Frankfurt, Germany
September 2022	Visit USA Roadshow Netherlands
October 23, 2022	Joker Reizen Belgium American Travel Day
October 28, 2022	Visit USA Belgium Workshop
November 2022	PR FAM Germany
November 2022	Visit USA Germany Workshops
November 2022	Visit USA Germany Cinema Roadshow
November 2022	Visit USA Germany Media Networking Events – Hamburg & Munich
December 5 - 8, 2022	ILTM – Cannes, France
January 12 - 15, 2023	Vakantiebeurs – Netherlands
January 19, 2023	Visit USA Switzerland B2B Event – Zurich
February 22 - 26, 2023	F.RE.E. Consumer Show w/ Visit USA Germany – Munich, Germany

EUROPE (cont'd)

March 3 - 5, 2023	Manhana B2C Travel Show – Lyon, France
March 7, 2023	IMM Berlin – Germany
March 15, 2023	IMM – Paris, France
March 23 - 24, 2023	US Travel Show – Copenhagen, Denmark
March 26, 2023	FDM Travel Show – Scandinavia

UK & AUSTRALIA

February 2023	Visit USA Australia Expo
February 23 - 24, 2023	IMM Sydney – Sydney, Australia
March 14, 2023	Unite – Visit USA UK
March 13 - 14, 2023	IMM – London, UK
July 2023	Visit USA UK – Summer Event



CO-OP OPPORTUNITIES

FY 2023



CO-OP PROGRAMS

The Travel Texas Advertising, PR and Trade Marketing Co-Op Programs are an additional co-op opportunity (above and beyond its traditional programs) for Texas destinations and organizations to support travel campaigns and initiatives.

The purpose of the Co-Op program is to leverage state and partner funding to elevate messages to travelers and encourage travel disbursement across the state.

Co-Ops are available within the PR & Social Media, Trade Marketing (international & domestic) and Advertising programs.

If you have questions or would like to discuss which co-op might be right for you, please contact [Travel Texas](#).



PR & SOCIAL MEDIA CO-OP PROGRAM

For a complete list of PR cooperative opportunities and program updates, please visit [Travel.Texas.gov](https://www.Travel.Texas.gov)

PR & Social Co-op opportunities include:

- Media missions
- Coordinated influencer amplification opportunities
- Educational seminars
- FAM tours
- Consumer promotions
- Partner inclusion in integrated campaigns
- Evergreen and dedicated Instagram features on Travel Texas social media

ADVERTISING CO-OP PROGRAM

Advertising co-op offerings will run through August 2023, and offer low-cost opportunities to leverage Travel Texas programs to promote specific destinations or attractions.

Travel Texas will continue to offer evergreen co-op opportunities which include Pinterest, email newsletters and data warehouse opportunities.

As part of the 2023 media plan, new offerings will be launched throughout the winter months.

All co-op opportunities will be announced via the Travel Texas industry newsletter in October 2022, and will then be posted on the Travel Texas website: [Travel.Texas.gov](https://www.Travel.Texas.gov)

MARKETING TRADE & MEDIA CO-OP EVENTS

Contact the Marketing Trade Team at [Travel Texas](#) for details on how to participate. Co-op trade events include:

LATIN AMERICA

Jan. 22 - 27, 2023 Mexico Sales and Media Mission
May 2023 ARLAG – Guadalajara, Mexico

ASIA

Nov. 4 - 7, 2022 International Travel Fair – Taipei, Taiwan
Jan. 2023 West Coast Asia Receptive Tour Operator Mission
Apr. 2023 East Coast Asia Receptive Tour Operator Mission

EUROPE

Nov. 3 - 6, 2022 USA – Canada Experience – Netherlands
Nov. 7 - 8, 2022 Germany Agent Mission

NORTH AMERICA

Oct. 11 - 13, 2022 IMEX America – Las Vegas, Nevada
Oct. 16 - 18, 2022 Routes World – Las Vegas, Nevada
Oct. 28 - 30, 2022 Int'l Tourism & Travel Show – Montreal, Canada
Nov. 2022 New York Media Mission – New York City
Dec. 2022 Texas Media & Influencer Event – Austin, Texas
Mar. 2023 Canadian Media Mission – Calgary & Vancouver
Mar. 18 - 19, 2023 Outdoor Adventure Show – Calgary, Canada
May 20 – 24, 2023 IPW – San Antonio, Texas

TRAVEL RESEARCH

FY 2023





TRAVEL RESEARCH

Travel Texas monitors many data points to track industry barometers and inform planning. More research information is available at [Travel.Texas.gov](https://www.travel.texas.gov).

Economic impact of travel data including spending, tax and job impacts are available for Texas cities, counties, and regions in an interactive dashboard.

Ongoing advertising effectiveness research helps to guide tourism promotion and ultimately measure the return on investment.

RESEARCH ROUNDUP

Data points tracking travel industry indicators are regularly updated on the Research Roundup.

Excitement and Openness to Travel Promotion

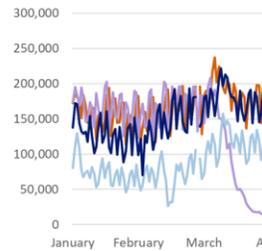
Excitement to travel and openness to learning about new travel experiences and destinations among American travelers declined slightly over the summer but rebounded in August.



TRAVEL TEXAS

TSA Daily Checkpoint Travel Numbers

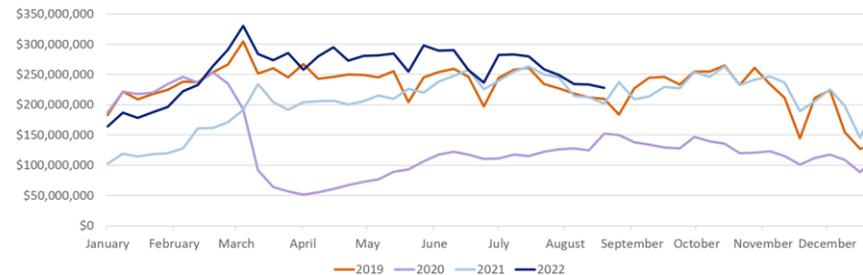
Passenger through puts at Texas airports in Summer 2022 are exceeding last year and are similar to pre-pandemic levels.



TRAVEL TEXAS

Weekly Hotel Revenues

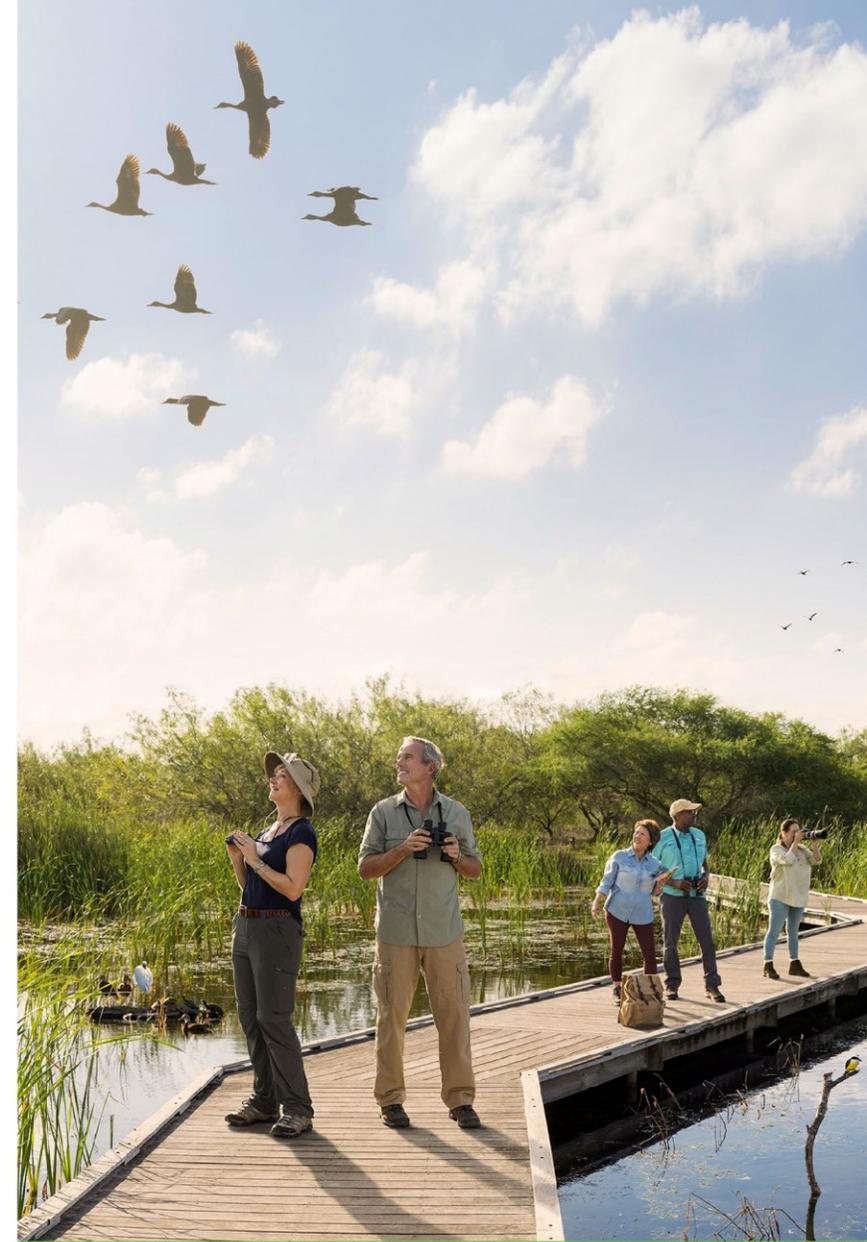
Record breaking hotel revenues were recorded across Texas in Summer 2022 driven by leisure travel demand and higher average daily rates.



TRAVEL TEXAS

Revenue is the total room revenue generated from the guestroom rentals or sales. Data is tabulated by week. Source: STR

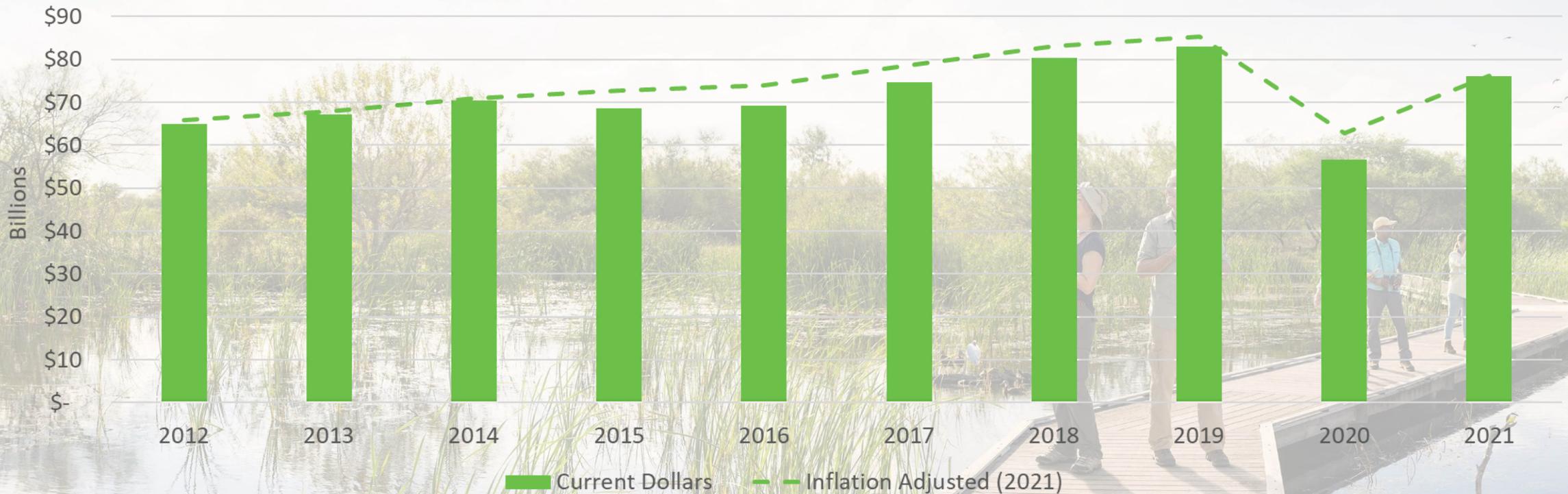
14



TRAVEL TEXAS

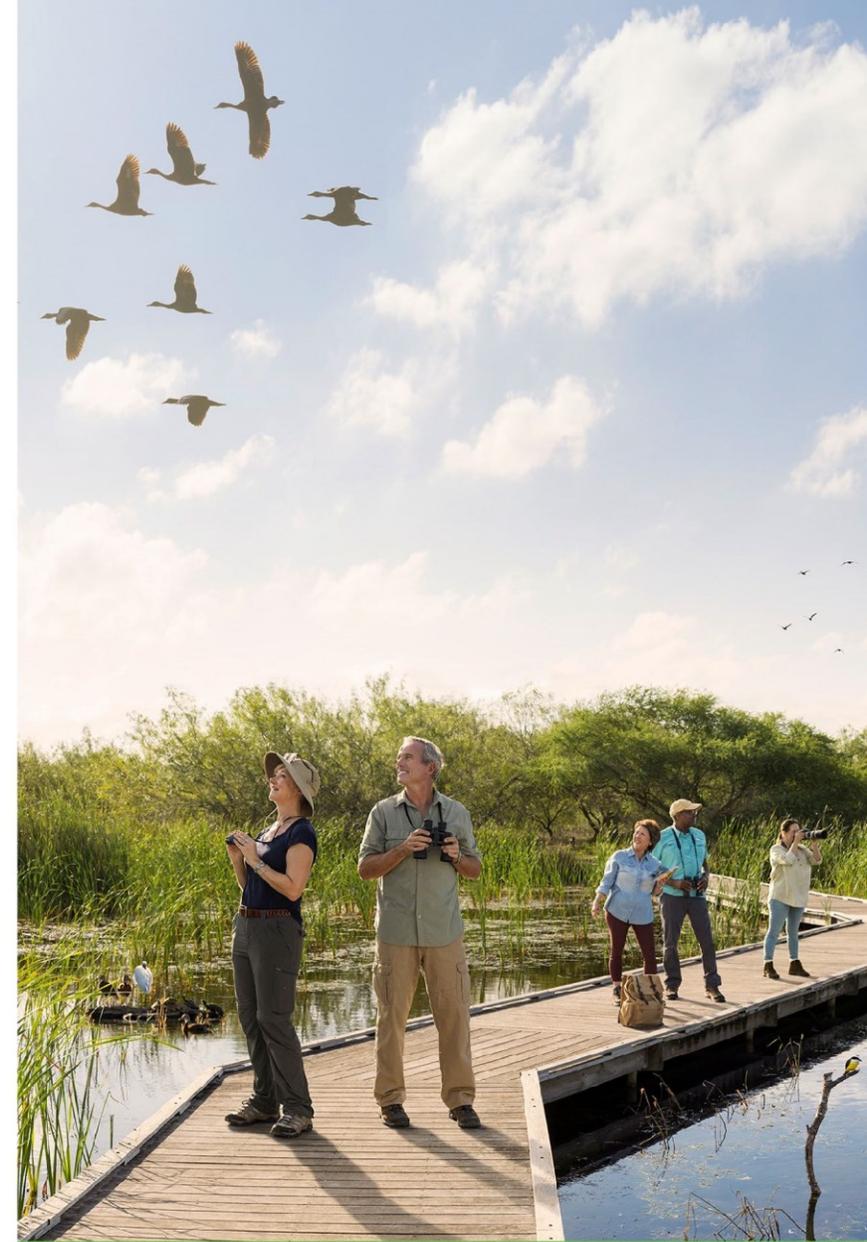
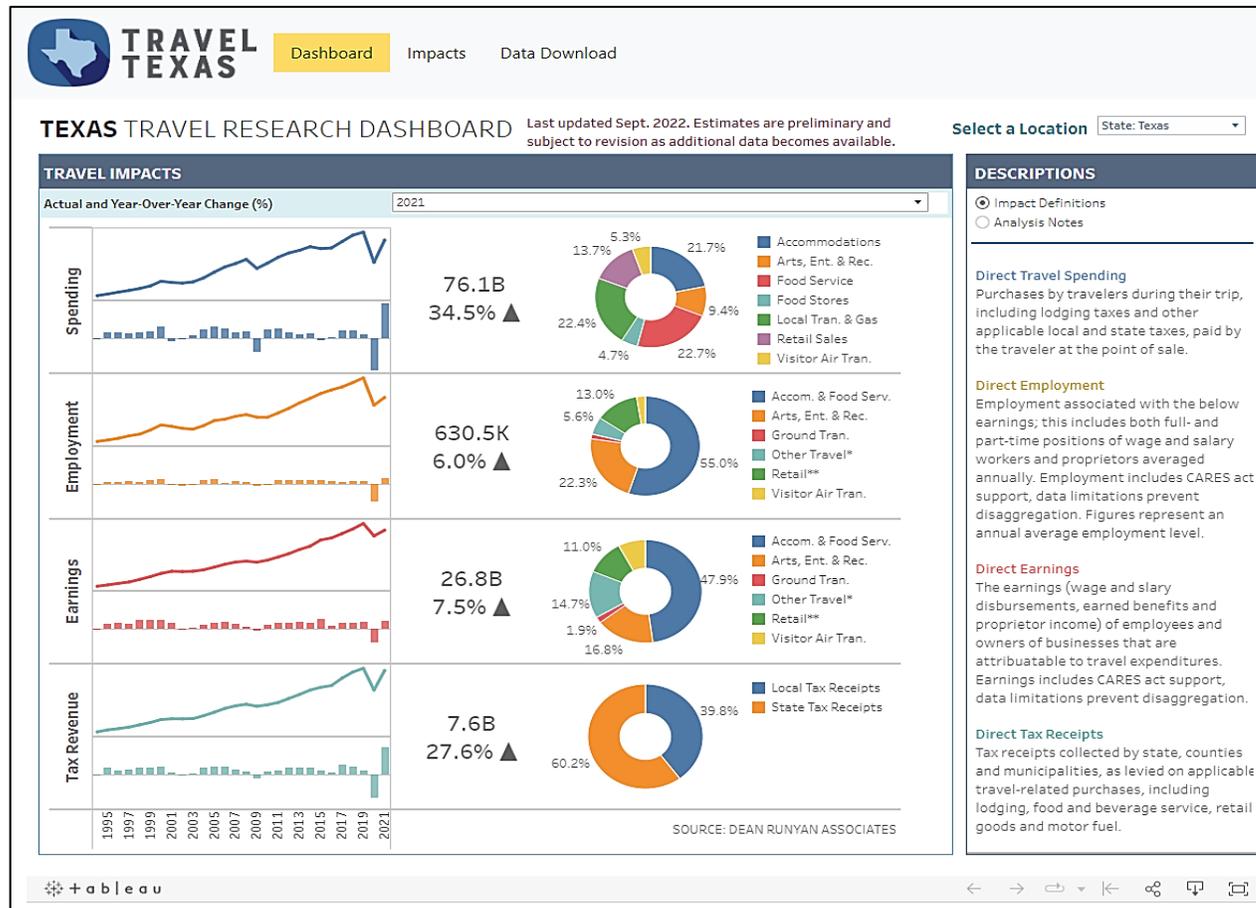
DIRECT TRAVEL SPENDING

In 2021, spending by travelers to and within Texas was estimated at \$76.1 billion. Roughly 92% of 2019 levels – which exceeded national averages for recovery.



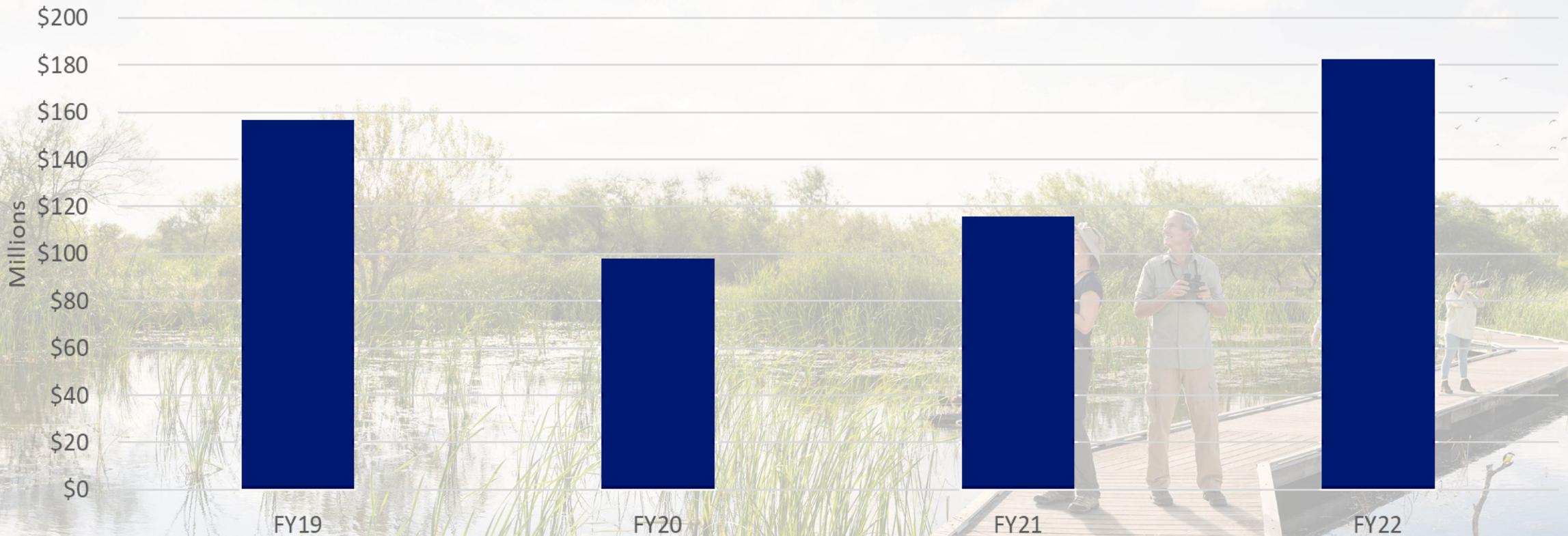
ECONOMIC IMPACT DASHBOARD

Use the [economic impact dashboard](#) to learn more about the impact of travel and tourism in your community.



ADVERTISING EFFECTIVENESS

State taxes generated by Travel Texas advertising in FY22 outperformed previous fiscal years driven by higher levels of awareness, incremental influence and average party spending.



ADVERTISING EFFECTIVENESS

FY22 research shows a return to normalcy after two years of pandemic influence. Ads have resonated with the intended audience and were well targeted.

- FY22 Travel Texas domestic advertising and website influenced nearly 1.6MM trips from out-of-state generating \$2.9B in visitor spending and \$182.4MM in state tax revenue.
- Influenced travel was more evenly distributed throughout the year compared to FY20 and FY21 where travel was more impacted by the pandemic.
- Fly markets accounted for 50% of all advertising influenced travel spending, up from 41% in FY20 and 29% in FY21. The share remains below pre-pandemic levels, however, supporting the need to resume tourism promotion in more long-haul markets.



CONTACT TRAVEL TEXAS

Travel Texas is a division of the Office of the Governor’s Economic Development & Tourism Office. Travel Texas markets Texas as a premier travel destination to domestic and international travelers, thereby generating travel to Texas destinations, that in turn, increase revenues and creates jobs for Texas communities.

For additional information and to subscribe to our newsletter, please contact us at www.Travel.Texas.gov or scan this QR code.

We’d love to hear from you!

